



# THE EFFECTIVENESS OF *JIWA JAGAD JAWI* FROM AN EXPERIENTIAL MARKETING PERSPECTIVE

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## **ABSTRACT**

*This paper investigates the experiential marketing efficacy of the Jiwa Jagad Jawi video, scrutinizing its impact on viewers through emotional engagement, cultural immersion, storytelling, and authenticity. Employing a qualitative approach, it analyses viewer comments sourced primarily from YouTube, alongside literature and case studies. The video is lauded for its ability to immerse audiences in a sensory-rich journey, evoking profound emotions, triggering memories, and fostering cultural connections. Through captivating visuals and authentic storytelling, it transcends traditional advertising methods, leaving a lasting impression and forging deep-seated connections with the audience. The findings underscore the transformative potential of experiential marketing strategies, providing valuable insights for future brand campaigns seeking to engage and resonate with audiences on a meaningful level.*

**Keywords:** *Experiential Marketing, Emotional Engagement, Cultural Immersion, Storytelling, Authenticity.*

## **1. Introduction**

In today's fast-paced, highly competitive world, experiential engagement has emerged as a potent and compelling strategy for fostering meaningful connections. It is no longer enough to simply advertise a product or service; brands need to create an emotional connection with their customers to stand out from the crowd. And it is also important to consider that the experience is a longitudinal process that starts well before the experience takes place right through after the consumption of a service, to consider even long-term impacts (Fyall et al 2019).

Experiential marketing considers not only the rational desires of consumers, but also their emotions. The purpose of experiential marketing is to accurately determine the expectations of consumers from goods and services and to meet the expectations of consumers by creating an appropriate experience strategy Kustini, N. (2011). In this context, it is stated that experiential marketing activities generally serve the purpose of providing viewers with different experiences.

Jiwa Jagad Jawi provides a framework for understanding the interconnectedness of humanity and the shared emotions and values that bind us together. This exploration goes beyond mere promotion; it delves into the realm of storytelling, emotion, and cultural relevance to create experiences that leave a profound impact. Notably, the launch of Jiwa Jagad Jawi in 2022 showcased Indonesia's rich culture, cuisine, and natural beauty, offering a compelling example of its potential in experiential marketing campaigns. Jiwa Jagad Jawi was launched in 2022 in a theme of rediscovering the mind, body, and soul of Java whilst promoting several destinations in Java.

Specifically, this paper aims to address the following research problem: How does the Jiwa Jagad Jawi video enhance the experiential marketing experience for viewers? By examining existing literature, analysing case studies, analysing the comment, and drawing

insights from industry experts, I seek to provide a comprehensive understanding of the role of Jiwa Jagad Jawi in shaping consumer perceptions and behaviour.

## 2. Literature Review

### *Experiential Marketing*

The concept of experiential marketing was first introduced by Schmitt (Çeltek2010). According to Schmitt (1999,214) experiential marketing is defined as "a phenomenon that looks at consumption for customers who act with their senses and minds from the perspective of experience and approaches them according to the experiences of the customers." According to the International Association of Experiential Marketing (IXMA, 2010), experiential marketing is a tool that enables communication between the business and the customer via the sensory pathway and an interaction between customers and brands, products and services. Experiential marketing practices focus on customers' experiences rather than the benefits and functions of products (Altunışık et al. 2006).

Schmitt (1999) produced the Strategic experiential modules (SEM) to create successful experiences. According to Schmitt, those experiences need to show five characteristics:

- a. **SENSE:** Sensory experiences. Schmitt advocates relying on the five senses for a satisfactory experience. Those five senses need to come together to provide consistency (an underlying concept that one can clearly identify) but with freshness every time. In other words, a consistent message with diversity of expressing it throughout time.
- b. **FEEL:** Affective experiences. The objective here is to elicit emotion and, more importantly, know which tools/events can be used to prompt those emotions. Care should be brought to make sure that consumers are also willing to empathise with the situation given.
- c. **THINK:** Cognitive experiences. Those experiences are in direct connection with consumers' intellect. The objective here is to create cognitive, problem-solving experiences by playing on consumers' surprise, intrigue, and provocation. Again, this is very present in the tourist experience, where intellectual challenge is often tested through learning about history and culture and now magnified through various treasure-hunts, geo-catching games that aim to test one's own intellectual capacities. The previous case study about the iceman museum highlights this point.
- d. **ACT:** Physical, behavioural and lifestyle experiences. These experiences aim to target consumers' physical abilities and encourage them to even consider alternative ways of doing things. Holidays provide many opportunities to try new activities, new sports that can provide tourists with cognitive experiences of long-lasting memories.
- e. **RELATE:** Social-identity experiences (relating to different groups or cultures). This experience is linked to the desire for self-improvement, to be perceived more positively by others, and relate to a broader system (such as discovering a new culture). Again, this is very present in tourism consumption whereby travelling will often stimulate the desire to know more about the culture of the country visited, rely on one's own culture, and the world in which one lives. This experience also relates to the Consumer Culture Theory vision of tribes and the necessity to belong to a tribe as a new way of finding an identity in contemporary societies.

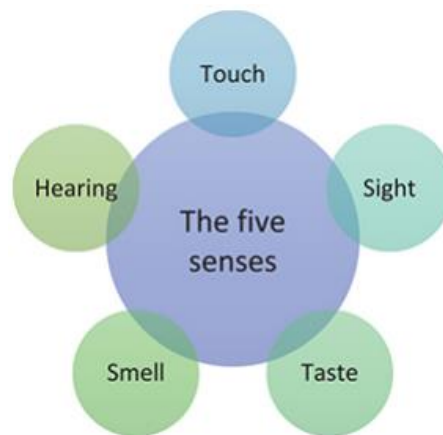


Figure 1. Five Senses  
Source: Fyall et al., (2019)

### 3. Methodology

This qualitative research employs a multi-faceted approach to explore the impact of the Jiwa Jagad Jawi video, sourced primarily from YouTube, within the context of experiential marketing. Utilising YouTube video analysis and qualitative analysis of viewer comments, the study aims to uncover nuanced responses, emotions, and narratives surrounding the video, all of which contribute to shaping the experiential journey of the audience. With a total of 2,729 comments and a viewership of 667k, viewer engagement metrics such as views, likes, dislikes, comments, and shares were systematically analysed. A subset of comments was randomly selected to ensure representation across various viewer demographics and opinions, providing quantitative insights into the video's reach and resonance among viewers. Additionally, qualitative content analysis of viewer comments will be conducted to identify key themes, emotions, and interpretations expressed by the audience, shedding light on how the video contributes to creating memorable and immersive experiences. Through this comprehensive approach, the research seeks to deepen our understanding of how the Jiwa Jagad Jawi video enhances people's experiences in experiential marketing, offering valuable insights for marketers seeking to create impactful and engaging brand experiences in the digital realm.

### 4. Result and Discussion

The "Jiwa Jagad Jawi" video, spanning 8 minutes and 12 seconds, stands as an artistic cinematic masterpiece, narrating the journey of a Javanese woman on a quest to rediscover her roots, identity, and family. Through compelling storytelling and visually captivating scenes, the video delves deep into themes of cultural heritage, self-discovery, and the importance of familial connections. Its evocative narrative resonates with viewers, offering a poignant reflection on the universal human experience of seeking belonging and understanding.

Reaction video creators unanimously praised the Jiwa Jagad Jawi video for its exceptional cinematic production quality. They consistently expressed admiration for the artistic and masterfully crafted visuals, using words like 'fantastic,' 'magnificent,' 'beautiful,' and 'amazing' to describe the cinematography. This widespread appreciation underscores the video's ability to captivate audiences through its stunning visuals and impeccable production values.

*Viewer Comments Analysis:*

@artankhan6323, I am of Javanese descent who was born and grew up in Sumatra, watching this video gave me goosebumps, moved, proud, indeed the inner bond cannot be deceived, matersuwun really misses the ancestors of the land of Jawi. Aku keturunan jawa yg lahir besar ditanah Sumatera, melihat video ini merinding, terharu, bangga, memang ikatan batin tidak bisa dibohongi matersuwun sanget kangge poro leluhur eng tanah jawi.

@artankhan6323's comment reflects a deep emotional connection to the video, expressing feelings of pride and nostalgia. The viewer's personal background as a Javanese descendant born and raised in Sumatra adds a layer of cultural resonance to their response.

@UlfiAlfisinaini, *this video is so magical, the collaboration between the narration, the setting, the music feels like it hypnotises anyone who sees it.*

@UlfiAlfisinaini's comment emphasises the magical quality of the video, highlighting its hypnotic effect on viewers. This underscores the captivating nature of the visuals and their ability to immerse the audience in the experience.

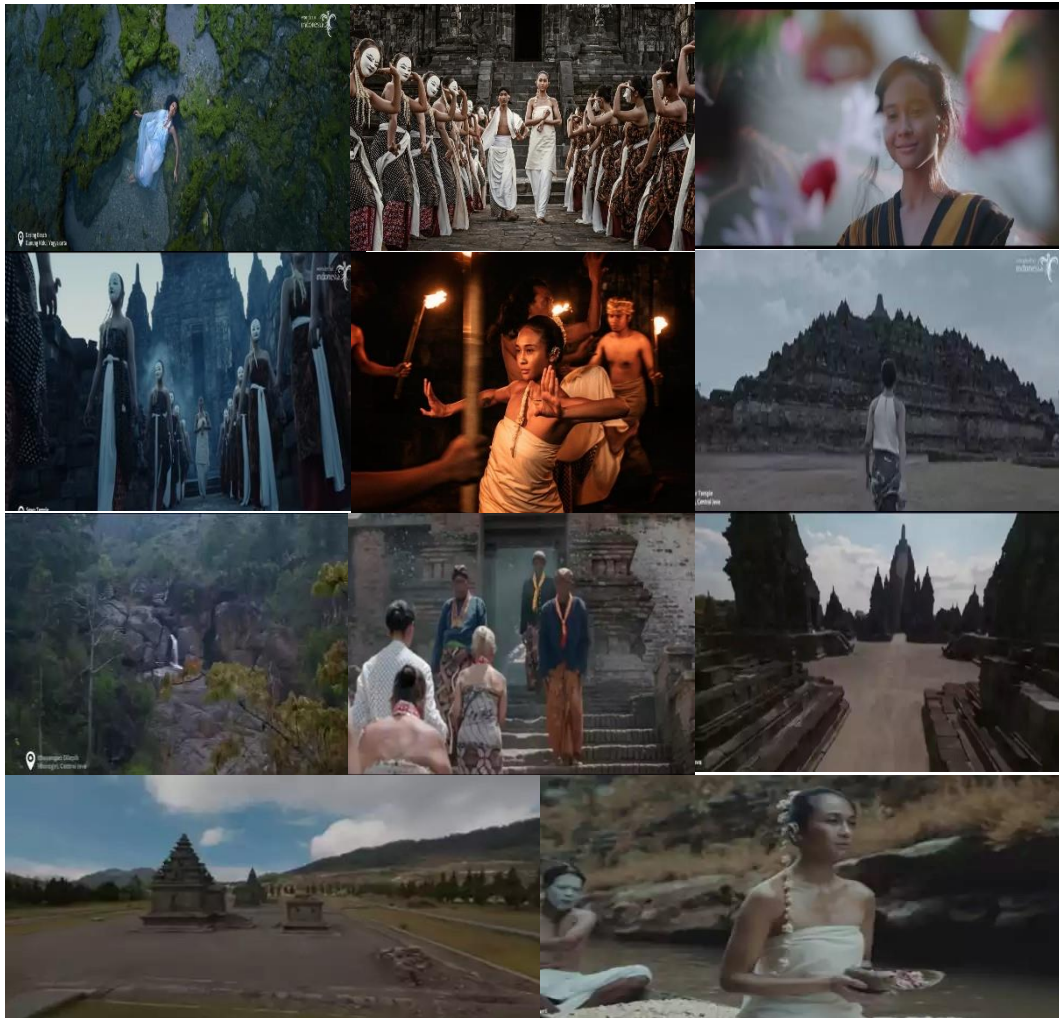
@maquelongtchi7231, of all Wonderful Indonesia's videos, this is my most favourite video. Watched it many times, still never get bored of watching it again and again. Even though I'm not Javanese, I can understand the meaning of the message conveyed by this video, I can even understand the Javanese language in this video even without translation. *Dari semua videonya Wonderful Indonesia, this is my most favorite video. Berkali2 ditonton, tetap tidak pernah bosan untuk menontonnya lagi dan lagi. Walau saya bukan orang Jawa, tapi saya bisa memahami maksud dari pesan yang disampaikan oleh video ini, bahkan bahasa Jawa di video ini bisa saya pahami bahkan jika tanpa adanya translate.*

@maquelongtchi7231's repeated enjoyment of the video suggests its lasting appeal and universal resonance. Despite not being Javanese, the viewer expresses a deep understanding and appreciation for the video's message, showcasing its ability to transcend cultural boundaries.

@sutorodw, *the video is insanely great. It really shows Java from a different perspective— the root, the heart, the DNA, the "real". Not Java that we see on a daily basis. Couldn't fault it, couldn't love it more.*

@sutorodw's comment underscores the transformative nature of the video, offering a fresh perspective on Java that goes beyond stereotypes. This reflects the authenticity and impact of the media's portrayal of Javanese culture.

The entirety of the Jiwa Jagad Jawi video is immersed in rich Javanese cultural symbols, each carefully chosen to weave a tapestry of heritage and tradition. Throughout the video, viewers are treated to depictions of iconic elements such as Semar, a revered figure in Javanese mythology symbolising the protective spirit of Java. Additionally, the video showcases the intricate beauty of Javanese batik patterns and traditional attire, alongside the enigmatic allure of Javanese masks. Complementing these visuals are the soul-stirring melodies of traditional Javanese songs, further enveloping the audience in the essence of Javanese culture. Together, these cultural symbols create a sensory experience that celebrates the richness and vibrancy of Javanese heritage.



<https://www.google.com/search?q=wonderful+indonesia+2022+jiwa+jagad+jawi&client=firefox-b->

In the analysis provided, several key aspects of experiential marketing theories are utilised to understand how the "Jiwa Jagad Jawi" video enhances people's experiences:

a. Emotional Engagement

The Jiwa Jagad Jawi video taps into the emotional aspect of the audience by showcasing the rich cultural heritage and values of Java. As @artankhan6323 expressed, "Watching this video gave me goose bumps, moved, proud, indeed the inner bond cannot be deceived, matersuwun really misses the ancestors of the land of Jawi." Through its evocative portrayal of traditional customs, landscapes, and everyday life, the video invites viewers to feel and sense the sights, sounds, and emotions woven throughout the narrative. @UlfiAlfisinaini similarly described it as "magical," highlighting how the collaboration between narration, setting, and music hypnotises viewers. This immersive experience instils a profound sense of pride and nostalgia, connecting viewers with their roots on a deeply emotional level. @maqouelongtchi7231 even remarked, "Even though I'm not Javanese, I can understand the meaning of the message conveyed by this video." This emotional resonance not only fosters a deeper appreciation for Java's cultural tapestry but also creates a profound connection with the brand or product being marketed. As @sutorodw aptly put it, the video shows Java from a different perspective, capturing its essence as the 'root, the heart, the DNA, the real.' By intertwining the essence of Jiwa Jagad Jawi with the marketing message, the video enhances the overall experience, transforming mere viewers into active participants in a shared

cultural journey."

b. Cultural Immersion

By featuring elements of Jawi culture, the Jiwa Jagad Jawi video offers a unique and immersive experience for the audience. As @maqouelongtchi7231 expressed, *'Dari semua videonya Wonderful Indonesia, this is my most favourite video. Berkali-kali ditonton, tetap tidak pernah bosan untuk menontonnya lagi dan lagi.'* It allows viewers to immerse themselves in the rich tapestry of Java's cultural heritage, offering a glimpse into its traditions, customs, and values. This cultural immersion not only enriches the audience's understanding of Jawi culture but also fosters a sense of connection and appreciation for its diverse perspectives. By providing viewers with the opportunity to explore and engage with different cultural facets, the Jiwa Jagad Jawi video enhances their overall experience, transforming passive observation into an active cultural journey.

c. Storytelling

The video employs storytelling techniques to convey messages effectively. As @UlfiAlfislaini noted, *'The collaboration between the narration, the setting, the music feels like it hypnotises anyone who sees it.'* Stories have a powerful impact on human psychology and memory, making the marketing message more memorable and impactful. This is evident in the way viewers, like @sutorodw, describe the video as 'insanely great,' highlighting its ability to captivate and resonate with audiences. By effectively weaving storytelling elements into the narrative, the Jiwa Jagad Jawi video enhances viewer engagement and creates a lasting impression that extends beyond mere advertising."

d. Authenticity

Authenticity is crucial in experiential marketing, and the "Jiwa Jagad Jawi" video authentically represents the Jawi culture. As @sutorodw emphasised, *'The video is insanely great. It really shows Java from a different perspective—the root, the heart, the DNA, the "real".'* This authenticity builds trust and credibility with the audience, enhancing their experience and perception of the brand. By presenting Jawi culture in an authentic and respectful manner, the video fosters a deeper connection with viewers, as highlighted by @maqouelongtchi7231's comment, *'Even though I'm not Javanese, I can understand the meaning of the message conveyed by this video.'*

The Jiwa Jagad Jawi video enhances people's experiences in experiential marketing by immersing viewers in a sensory-rich journey that evokes emotions, triggers memories, and fosters cultural connections. As @artankhan6323 described, *'Watching this video gave me goose bumps, moved, proud, indeed the inner bond cannot be deceived, matersuwun really misses the ancestors of the land of Jawi.'* Through captivating visuals, authentic storytelling, and immersive soundscapes, the video invites viewers to explore the cultural heritage and values of Java. @UlfiAlfislaini's comment highlights the emotional impact of the video, stating that *'The collaboration between the narration, the setting, the music feels like it hypnotises anyone who sees it.'* This immersive experience allows viewers to feel a sense of belonging and pride, as @maqouelongtchi7231 expressed, *'Even though I'm not Javanese, I can understand the meaning of the message conveyed by this video.'* By fostering cultural connections and emotional engagement, the Jiwa Jagad Jawi video creates a profound and memorable experiential marketing experience for its audience."

This emotional engagement creates a deeper connection with the brand or product being marketed, transforming the passive act of consumption into an interactive and memorable experience. By tapping into the audience's emotions, senses, and cultural identity, the Jiwa

Jagad Jawi video elevates the experiential marketing landscape, leaving a lasting impression that transcends traditional advertising approaches.

There are already authors who have written about Jiwa Jagad Jawi, each offering unique perspectives on this cultural phenomenon. For instance, Dian Arymami explores the impact of Jiwa Jagad Jawi through the lens of reaction videos in her article, "Discovering Indonesia: Video Reactions of Jiwa Jagad Jawi Storynomic Tourism." In contrast, this article delves into "The Effectiveness of Jiwa Jagad Jawi from an Experiential Marketing Perspective," focusing on how the promotional video creates memorable experiences for viewers. These distinct approaches shed light on different aspects of Jiwa Jagad Jawi and its influence on tourism promotion and audience engagement.

## 5. Conclusion

In conclusion, the Jiwa Jagad Jawi video exemplifies the potency of experiential marketing in forging profound connections with audiences. Its adept utilisation of emotional resonance and cultural authenticity transcends conventional advertising methods, immersing viewers in a sensory-rich journey that evokes deep-seated emotions. By authentically depicting Javanese cultural heritage and values, the video instils a sense of belonging and pride among viewers, amplifying their overall engagement and fostering enduring connections with the marketed brand or product. To replicate its success, future creators should prioritise authenticity, emotional storytelling, and high production quality, tailoring content to resonate with target audiences while maintaining cultural sensitivity. As the landscape of experiential marketing evolves, the Jiwa Jagad Jawi video serves as a guiding beacon, showcasing the transformative potential of storytelling, emotion, and cultural authenticity in driving impactful marketing campaigns.

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